

Message Text

UNCLASSIFIED

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ACTION CU-04

INFO OCT-01 EA-07 ISO-00 USIA-12 /024 W

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R 220843Z APR 74

FM AMCONSUL HONG KONG

TO SECSTATE WASHDC 441

UNCLAS HONG KONG 4425

E.O. 11652: N/A

TAGS: OEXC, H.K.

SUBJECT: CULTURAL PRESENTATIONS: MARTHA GRAHAM DANCE COMPANY EA TOUR

REF: STATE 077241

1. MOST DESIRABLE SPONSOR FOR HONG KONG WOULD BE CITY HALL, BUT IT FULLY

BOOKED EXCEPT SEPT. 2, 3, 4, 13 AND 14TH AFTERNOON. BUT CITY HALL, AS

IT DOES WITH GROUPS FROM OTHER COUNTRIES, CAN ONLY PAY MAXIMUM \$3,000 FOR TWO PERFORMANCES IN LIEU OF ROOM AND BOARD. THIS INSUFFICIENT COVER

4 DAYS PER DIEM OF \$44 FOR 30-32 PERSONS. CITY HALL WOULD PROVIDE INTERNAL TRANSPORTATION, THEATRE RENTAL, ALL STAGING AND PROMOTION COSTS.

50-50 SPLIT NET INCOME IMPRACTICAL SINCE CITY HALL'S GOAL IS SELL TICKETS AT MINIMAL PRICE: NO PROFIT EXPECTED.

2. COMMERCIAL SPONSORSHIP HAS NOT BEEN EXPLORED SINCE THEY CHARGE EXHORBITANT PRICE FOR TICKETS. AS WAS THE CASE DURING ARTS FESTIVAL HIGH TICKET COST WOULD GENERATE PUBLIC CRITICISM.

3. CITY HALL NEEDS CONFIRMATION OF DATES SINCE HOLDING ABOVE MENTIONED DATES.

4. CAN DEPARTMENT COVER ADDITIONAL COST FOR ROOM AND BOARD?
CROSS

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